

## REMARKS

Claims 1, 19 and 20 have been amended to clarify the subject matter regarded as the invention. Claims 1-20 remain pending.

The Examiner has rejected claims 1-20 under 35 U.S.C. § 102(e) as being anticipated by Eichstaedt et al. (U.S. Patent No. 6,385,619).

The rejection is respectfully traversed. As amended, claim 1 recites "...determining an intensity value to be associated with the indication and an intensity weight value, and adjusting the intensity value based on a characteristic for the item provided by the source..." Eichstaedt et al. discloses ranking categories and generating profiles, but based on feedback from the user following interaction with an item. (Col. 3, lines 28-67). The weight of a category is based on the number of user clicks on a document or actions expressed by the user. (Col. 3, lines 52-54). Eichstaedt et al. does not disclose an intensity value adjusted based on a characteristic for an item provided by a source, as in the claimed invention. Thus, claim 1 is allowable for the reasons stated above.

Claims 2-18 depend from claim 1 and are believed to be allowable for the same reasons described above. As claims 19 and 20 were amended similarly to claim 1, Applicants submit that these claims are also allowable for the same reasons as claim 1.

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Reconsideration of the application and allowance of all claims are respectfully requested based on the preceding remarks. If at any time the Examiner believes that an interview would be helpful, please contact the undersigned.

Respectfully submitted,



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